

**Date:** April 7, 2015

**To:** Thomas J. Bonfield, City Manager  
**Through:** W. Bowman Ferguson, Deputy City Manager  
**From:** Rhonda B. Parker, Director, Parks and Recreation  
**Subject:** Acceptance of 2015 Parks Build Community Grant from the National Recreation and Park Association

### **Executive Summary**

In March 2015, the National Recreation and Park Association (NRPA) awarded a Parks Build Community grant to the City of Durham Parks and Recreation Department (DPR). The grant of \$20,000.00 will support significant renovation to one of three parks that were selected to compete for this funding. Durham residents are casting votes online between April 1 and April 30, 2015 to select the park to be funded.

### **Recommendation**

The Administration recommends that the City Council adopt the 2015 NRPA Parks Build Community Project Ordinance and authorize the City Manager to execute a grant agreement in the amount of \$20,000.00.

### **Background**

In January 2015, DPR was one of 15 cities nationwide to be invited to participate in the expansion of NRPA's Parks Build Community initiative. This expansion is funded by the Disney Company, ABC, and ESPN. The initial invitation asked DPR to identify four to six potential park renovation projects. The proposed projects were required to be focused upon at least one of three principals:

- Connecting kids and nature
- Helping kids and families live healthier
- Improving kids' access to sports

NRPA, Disney, ABC, and ESPN then selected three parks from those submitted for potential funding: Holt School Road Park, Red Maple Park and Sandy Creek Park.

This unique grant opportunity has a public voting process that results in the selection of one of the parks to receive the award. The public voting process is conducted via an online voting platform, managed by NRPA, between April 1, 2015 and April 30, 2015. The City of Durham will be notified of the winning park in early May. The funded project must be completed between May and August and will include opportunities for community engagement with local Disney, ABC, and ESPN employees.

DPR is using all means available to encourage public participation in this voting process so that the residents of Durham select the park to receive the funding.

### **Issues/Analysis**

This funding will be used to provide renovation work at one of three parks. The proposed renovation projects are specific to the needs within each park.

- Holt School Road Park would receive trail improvements and installation of some new playground elements.
- Red Maple Park would receive substantial upgrades to the two existing basketball courts and assistance to the community in creating a community garden.
- The renovation at Sandy Creek Park will transform the remnant industrial Vacuator building (left from the former treatment plant use) into a bouldering and climbing wall.

### **Alternatives**

The City Council could choose not to adopt the proposed grant project ordinance; DPR would not accept the grant from NRPA.

### **Financial Impact**

The grant of \$20,000 does not require a match. There is no known negative financial impact to receiving this grant.

### **Attachments:**

Grant Project Ordinance for the 2015 NRPA Parks Build Community Grant

Project Descriptions

- Holt School Road Park
- Red Maple Park
- Sandy Creek Park